

REMARKS

Reconsideration and allowance are respectfully requested in view of the above amendments and the following remarks.

Prior to filing this paper, claims 27, 31-36, 38-47, 49 and 53-61 were pending. By way of the present response, claims 27, 53, 56, 57 and 60 are amended, claims 54, 55 and 58 are canceled without prejudice or disclaimer, and new claims 62-76 are added. Accordingly, claims 27, 31-36, 38-47, 49 and 53, 56, 57, 59-76 are currently pending. No new matter is introduced by the present amendments.

The undersigned notes with appreciation the invitation by the Examiner Retta to again discuss the disposition of the pending claims and for conducting a personal interview at the Patent Office with the inventor and his representatives on November 10, 2010. During the interview, Examiner Retta discussed amendments to claim 27 that would place this claim into condition for allowance. More specifically, the Examiner requested deletion of the phrase "in response to" in line 3 and adding language reciting that the data processing system establishes the agreement with the user and automatically embeds the advertisement in the communication. Applicants representatives and the Examiner reached agreement with respect to these changes to independent claim 27, and agreed to make similar changes to independent claim 53 to also place that claim in condition for allowance.

Applicant notes, however, that no amendment to the step of embedding in independent claim 27 appears necessary because claim 27 already recites the limitation "said embedding being done with the data processing system" (see, lines 11-12 of claim 27). Should the Examiner prefer for claim 27 to be amended as discussed during the interview (i.e., with the deletion of the reference to the processing system currently in lines 11-12 of the claim and the addition of the phrase "by the data processing system" after "automatically embedding" in line 10), authorization is hereby given to the Examiner to make that change to claim 27 via an examiner's amendment at the time of allowance.

Additionally, independent claim 53 is amended to delete the alternative language "or subscribing to a service used by a user operating the data processing system," and new independent claim 67 is added to recite this subject matter related to

subscribed services. More specifically, amended claim 53 retains the step of “installing a product on a data processing system associated with the user,” and new independent claim 62 recites the step of “subscribing to a service to be used by the user operating the data processing system.” Also, claims 54, 55 and 58 are canceled, and changes are made to the dependencies of claims 56, 57 and 60 in correspondence with the present changes to claim 53. It is respectfully submitted that each of amended independent claim 53 and new independent claim 67 recites all the subject matter the Examiner agreed would be allowable with respect to independent claim 27.

The new dependent claims are similar to those currently under independent claim 27. Because independent claims 53 and 62 are believed allowable, these dependent claims also are considered allowable.

Based on the forgoing, all pending claims in this application is believed in condition for immediate allowance, and prompt notification of the same is respectfully requested.

Further, while no fees are believed to be due, the Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 50-4525.

Respectfully submitted,

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